



information regarding

HASTINGS GOLD AND OTHER METALLIC LEAF

USES OF GOLD LEAF

For centuries gold has been used to decorate the monuments and creations of man. Its ageless durability is symbolic of richness and dignity. The human mind associates gold with wealth, value and eternal permanency.

The use of gold beaten into thin decorative leaf is so widespread that it is almost impossible to give a complete list of its constantly growing applications. The more general uses of gold leaf are:

Gilding on glass, picture frames, and all other surfaces, signs, truck lettering, decoration of railroad and utility equipment, stamping and edging fine books, stamping all kinds of products such as shoes, hats, pencils, leather and other novelties, interior and exterior architectural decoration of churches, buildings and homes.

Modern goldbeating practices bring the cost of genuine gold leaf within the reach of sign painters and decorators, and add beauty and force to advertising and sales presentations. In comparison with other materials, few surpass

the permanency of gold, and none equals its rich, costly appearance.

HASTINGS QUALITY

For over 136 years Hastings Gold Leaf has been the standard of quality for the industry. Practically every improvement of its manufacturing and packaging has been developed by Hastings. Only pure gold—no returned waste—is used and the special Hastings alloying processes insure the user of uniform quality in the finished product.

SPECIFICATIONS OF GOLD LEAF

The standard size of all leaf, unless otherwise indicated, is $3\frac{3}{8}$ by $3\frac{3}{8}$ inches. It is packed loose between rouged tissue in books containing 25 leaves, the smallest unit. The standard unit—a "pack"—contains 500 leaves, or 20 books. Each book is enclosed in an individual envelope. Packs are wrapped and contained in 4 by 4-inch boxes, weighing about half a pound, filled. Allowing for normal laps and waste, a book (25 leaves) will cover approximately $1\frac{1}{2}$ sq. ft., a pack (20 books) will cover 30 sq. ft. Each 1" of width of gold leaf in rolls will cover about $5\frac{1}{2}$ sq. ft.



HASTINGS SERVICE

In addition to offering sign painters and decorators spot deliveries from local dealer stocks throughout the country, Hastings offers advertising aids in the form of attractively printed sales pieces. If you are interested in promoting the use of gold leaf and kindred products in your area, write Hastings & Co., Inc. for helpful suggestions.

HOW TO SELECT THE PROPER GOLD LEAF

XX GOLD LEAF 23K

XX Deep Gold Leaf, sometimes called XX, Loose, or Board Gold, 23 Karat. Rich, true gold appearance not found in imitations. For package size and coverage, see "Specifications".

RECOMMENDED USES: For all surface applications, such as raised letters or flat signs, statuary, domes, truck bodies, etc. Will not tarnish on exterior applications.

PREPARATION AND APPLICATION: Undercoating—a smooth non-porous surface—a good paint job. No protective coating is necessary over XX Gold Leaf except where surface is to be subjected to abrasion or hard rubbing.

Wherever time permits, use a slow drying oil size such as Hastings Oil Gold Size for best results, except for lettering, over which a protective coat is to be applied, in which case use Hastings Synthetic Quick Drying Size.

XX GLASS GOLD LEAF 23K

XX Glass Gold Leaf, 23 Karat. Also called Window Gold. Specially selected leaf free from joins, patches, or other blemishes which cause additional work for the sign painter. Rich, brilliant appearance. For package size and coverage, see "Specifications".

RECOMMENDED USES: For all lettering and designs on glass.

PREPARATION AND APPLICATION: Boil fresh gelatin and water size for each job, consisting of about two 00 medicinal capsules per pint of water, and use hot. More or less gelatin may be used to suit personal taste but the weaker the size, the more brilliant the burnish.

Burnish with cotton or velvet plush when gold is dry. Backing should be tough, elastic, and have some gloss. Varnish over entire letter surface with edge extended beyond backing to seal against moisture.

XX PATENT GOLD LEAF 23K

XX Patent Gold Leaf, 23 Karat, sometimes known as Transfer Gold, Outdoor Gold, Wax Gold, or Storm Gold. Each leaf adhered to white tissue paper to make handling in wind or air currents easier. Can be ordered more tightly or loosely adhered to the tissues. Made also in lemon or pale shades to order. For package size and coverage, see "Specifications".

RECOMMENDED USES: Same uses as XX Deep Gold except it is easier to handle for outdoor work or in air currents.

PREPARATION AND APPLICATION: Sizing and undercoating same as for XX Deep Gold except that it cannot be used with water size.

LEMON GOLD LEAF 18½K

Lemon Gold Leaf, sometimes called Usual, Light, or Green Gold. 18½ Karat, alloyed with silver to a light gold color. For package size and coverage, see "Specifications".

RECOMMENDED USES: Most generally used for contrast mat centers in glass gilding. It should never be used without a protective coating to prevent discoloration due to the silver alloy.

PREPARATION AND APPLICATION: For mat centers, usually laid on tacky varnish, or with water size over dry varnish. Lemon

gold leaf should never be used without a suitable protective coating.

PALE GOLD LEAF 16K

Pale Gold Leaf, sometimes called White Gold, is 16 Karat, alloyed with silver to a lighter shade than Lemon gold leaf. For package size and coverage, see "Specifications".

RECOMMENDED USES: Most generally used for contrast mat centers in glass gilding. It should never be used without a protective coating to prevent discoloration due to silver alloy.

PREPARATION AND APPLICATION: For mat centers usually laid on tacky varnish, or with water size over dry varnish. Pale Gold Leaf should never be used without a suitable protective coating.

GOLD LEAF IN ROLLS

Gold Leaf in Rolls, sometimes called Ribbon Gold or Roll Gold, is 23 Karat XX Gold Leaf slightly adhered to tissue rolls from which it releases to the size on slight pressure. Standard rolls are $\frac{1}{16}$ inches to $2\frac{3}{4}$ inches wide, 67 feet long. Aluminum, Palladium, Lemon or Pale Gold Leaf, and Composition Leaf may be had in roll form on special order.

RECOMMENDED USES: A substantial saving in time and labor is often possible through the use of Gold Leaf in Rolls, in striping, in gilding large surfaces, and in commercial vehicle lettering and sign work.

PREPARATION AND APPLICATION: Same as the various types of leaf described under respective headings. Usually applied with a special gilding wheel or brush.

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SILVER, ALUMINUM & COMPOSITION LEAF

VERY THIN SILVER LEAF

Very Thin Silver Leaf made in the Hastings plant is very much thinner than regular silver. Works almost as easily on glass as Gold Leaf. For package size and coverage, see "Specifications of Gold Leaf".

RECOMMENDED USES: Should only be used for burnish work on glass where it is hermetically sealed. It will tarnish upon exposure to air. When silver effect is required on surface work use Palladium or Aluminum Leaf.

PREPARATION AND APPLICATION: Use same water size as for Gold Leaf, also same backing-up color as used for Gold.

IMPORTED SILVER LEAF

Imported Silver is considerably thicker than Very Thin Silver Leaf made in the Hastings plant. Each leaf is $3\frac{3}{4}$ inches square. Allowing for normal laps and waste, it covers approximately 1.85 square feet per book (25 leaves) and 39 square feet per pack (20 books).

Same recommended uses, preparation and application as for Very Thin Silver Leaf—except use twice as strong a water size and heavier, stronger backing-up due to thickness.

PALLADIUM LEAF

Palladium Leaf is made from an unalloyed precious metal of the Platinum Group. A white metal, unlike silver, it will not tarnish on mat center or burnish work on glass. For package size and coverage, see "Specifications of Gold Leaf".

RECOMMENDED USES: For all glass work.

PREPARATION AND APPLICATION: Application principles same as for Gold Leaf, except water size for glass work should be slightly weaker than that used for gold. On all interior or exterior surface work, protect with varnish or other clear coater.

ALUMINUM LEAF

Aluminum Leaf, both domestic and imported. This leaf is $5\frac{1}{2}$ inches square, and allowing for normal laps and waste will cover approximately 4.3 square feet per book (25 leaves), 86 square feet per pack (20 books).

RECOMMENDED USES: For all interior and exterior decorating and truck lettering.

PREPARATION AND APPLICATION: Aluminum leaf will assume a whitish cast upon exposure, therefore it must be protected. Colored under-coatings or sizings should be avoided and only white used. Use a slow clear oil size, such as Hastings, adding zinc white. Because of thickness, a tackier size is necessary than for gold leaf.

COMPOSITION LEAF

Imported Composition Leaf, sometimes called Imitation Gold or Dutch Metal. Standard leaf is $5\frac{1}{2}$ inches square. Covering capacity same as Aluminum Leaf.

RECOMMENDED USES: For interior decoration. Under no circumstances should this leaf be used outdoors.

PREPARATION AND APPLICATION: Use a slow oil size like Hastings Clear or Yellow. Will tarnish most readily unless protected with varnish or other clear coater.

HASTINGS GOLD SIZES



The proper type of size for the surface to be gilded is very important, not alone from the standpoint of economical use of gold leaf, but also for permanency and final effect.

When the time permits, and letters are not to receive a protective coat of varnish, a slow drying oil gold size is recommended. This makes it much easier to obtain a brilliant job as the size holds a proper tack for a greater length of time. Hastings Oil Gold Size—Yellow and Hastings Oil Gold Size—Clear, are especially developed for these purposes.

Where a standard quick drying size is indicated, use Hastings Synthetic Quick Drying Gold Size for best results. This is a clear size but color may be added.

If you desire more detailed instructions on the application of leaf, write us for the booklet "Gilders Tips".

These 8 POINTS are your GUARANTEE OF SATISFACTION

with HASTINGS GOLD LEAF

1. Absolutely Pure

Hastings XX Gold Leaf contains no waste gold, being absolutely pure gold alloyed by us. Hastings XX Gold Leaf is guaranteed more than 23 Karat.

2. Accurate Control

Electric furnaces give accurate control of temperature, one requirement for producing a solid and uniform leaf.

3. Uniformity

The absence of pin holes, lumps, or unsound centers assures a finished job that will take an even, brilliant finish. Uniformity is the result

of long experience combined with the most modern production techniques and strict control of each stage of manufacture,

4. Heavy Leaf

There is no heavier leaf than Hastings. The leaf is beaten to a definite thickness which gives best results and the greatest economy to the user.

5. Careful Inspection

These careful inspections insure full size, perfect leaves, and accurate count.

6. Air Conditioned Plant

Large, modern Hastings plant is entirely air

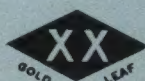
conditioned. Uniform atmospheric conditions are essential to the production of uniform, high quality gold leaf.

7. 136 Years of Experience

Four generations in the same family—more than 136 years of continuous experience.

8. Skilled Workmen

The finest materials and highly skilled workmen are your assurance of the best quality obtainable. Nearly one-half of our employees have more than a quarter century service records.



HASTINGS & COMPANY, INC.

2314 Market St., Philadelphia 3, Pa.

IN NEW YORK:
47 W. 16th Street (11)

IN CHICAGO:
330 S. Wells St. (6)